BURKETT & ASSOCIATES
public relations | communications | brand strategies

Your 2027 Marketing Plan *on One Page*

A right-sized plan you can actually run

BUSINESS NAME _____ PREPARED BY _____ DATE _____

01 Goals for 2027

Two or three outcomes that would make this a good year

	GOAL	HOW I'LL KNOW	BY WHEN
1			
2			
3			

02 Ideal customer

Who they are _____

What they need from us _____

Where I usually find them _____

03 Core message

When people ask what we do, I say

_____

_____

The one thing I want them to remember

_____

04 Top 3 channels

Where I'll show up consistently — three is plenty

	CHANNEL	WHAT I'LL DO THERE	HOW OFTEN
1			
2			
3			

05 Year at a glance

A focus and key dates for each quarter — not a full content calendar

Q1 Jan – Mar	**Q2** Apr – Jun	**Q3** Jul – Sep	**Q4** Oct – Dec

06 Budget

Total marketing budget for 2027 _____

	WHERE IT WILL GO	AMOUNT	NOTES
1			
2			
3			

What I will not spend on this year _____

07 Key metrics

A few numbers I will actually check

	METRIC	NOW	2027 TARGET	HOW OFTEN
1				
2				
3				

I will next review this plan on _____

08 First 90 days

January 1 – March 31, 2027. Start here, even if today is still 2026.

Weeks 1–2 _____ Month 1 _____

Month 2 _____ Month 3 _____

The one action I will finish this week _____